

## Press Release Swiss Startup Association

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### Restart of the Swiss Startup Association: More power for the Swiss Startup Ecosystem

The Swiss Startup Association (SSA) has committed for 5 years to support a successful local scene. The target is to make Switzerland the number one startup-hotspot in Europe. The association is ready now to accomplish all its ambitious projects with more horsepower on board!

Switzerland should become one of the most welcoming environment for startups and founders. The Swiss Startup Association (SSA) is striving for this vision with fresh power since its re-launch in spring 2020. With a young, motivated team and a network of experienced supporters, the SSA acts as the common voice for Swiss startups. It represents the interests and opinions of startups related to economy, politics and society.

#### Representing the startup ecosystem

The non-profit organization represents startups regardless of industry and with the intention of involving all members of the startup ecosystem. Companies, investors, authorities, foundations and educational institutions fall into this category. The cooperation between the individual players is actively empowered. «As the Federal Councilor and Head of the Economics, Education and Research Department, I welcome the initiative that allows Swiss startups to network and support each other. I am pleased to be counted in the future as a competent contact partner together with the Swiss Startup Association», says **Guy Parmelin, Federal Council**.

With the help of the Advisory Board, which consists of experienced founders, investors, politicians and other personalities close to the startup scene, the Swiss ecosystem is represented from a democratic, heterogenous and reputable angle.

#### Strengthening and promoting the Swiss economic engine

During the past few years, Switzerland has set enormous records for investment in startups. By the end of 2019, there have been registered a record number of 44.612 newly founded companies. Also, despite the critical worldwide pandemics, the numbers are still high with 4.445 in June 2020.

Investments are increasing and together with them the chances that our economic is strengthening due to successful startup initiatives. Practically, they create jobs, generate income that can be spent and invested domestically.

In order to build on this positive trend, the SSA will launch projects that prioritise the interests of startups and the topic of entrepreneurship in society and politics. «We promote innovative entrepreneurship, bring the startup mentality into society and represent the interests of startups in

relation to the legal, administrative and public environments. As a nationwide network, we connect all startups, founders and their friends with one another», says **Raphael Tobler, President Swiss Startup Association.**

With the first project, the article, «How to get funding in Switzerland», the SSA specialists want to advice startups on the financing matters. Also, the organization is working on establishing a week for entrepreneurs at secondary schools in order to draw attention to the topic as early as possible. It also offers a wide range of member benefits for startups.

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